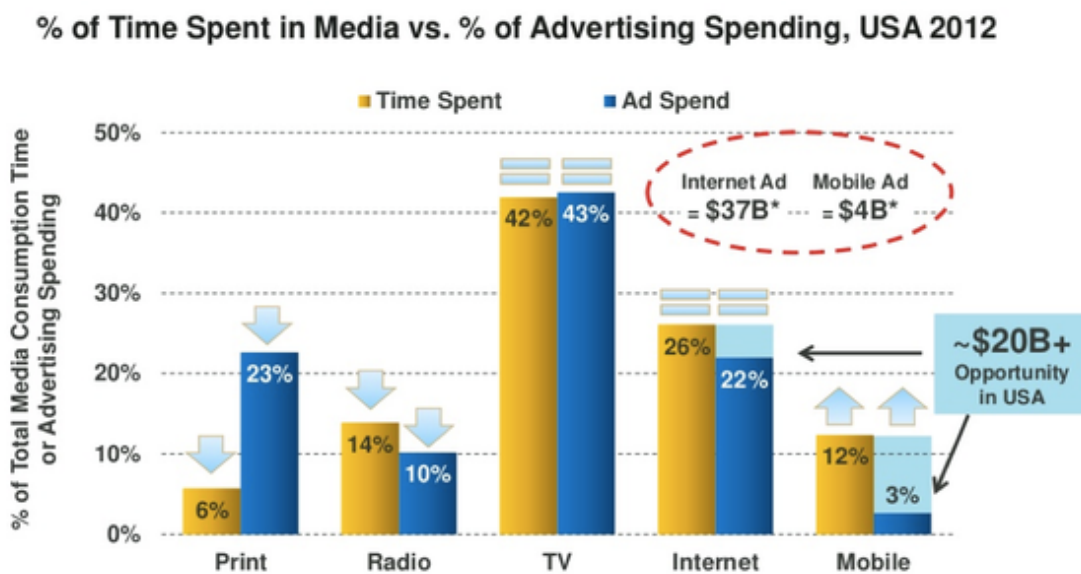


The 11 Most Fascinating Charts From Mary Meeker's Epic Slideshow of Internet Trends

By Derek Thompson

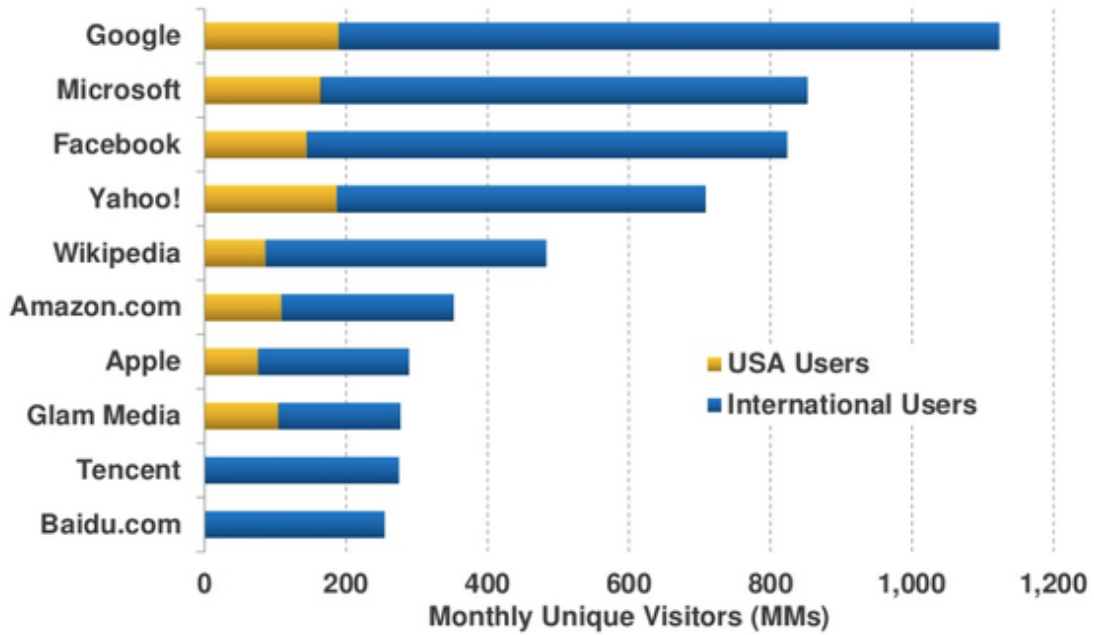
Every year, Mary Meeker and the team from KPCB unleash upon the world the mother of all slideshows, which aims to sum up The State of the Internet. This year's behemoth was born this morning, weighing in at 117 pages. Here are the 12 most interesting pages. Check out the full report [here](#).

(1) America's Media Attention in 1 Graph. Americans spend just six percent of their media diet with print, but those pages attract 23 percent of all ad spending. In mobile, the trend is the polar opposite. I don't know if this is worse news for the print industry (where you'd think ad spending has a long way to fall) or Facebook (since monetizing mobile attention is so devilishly difficult.)



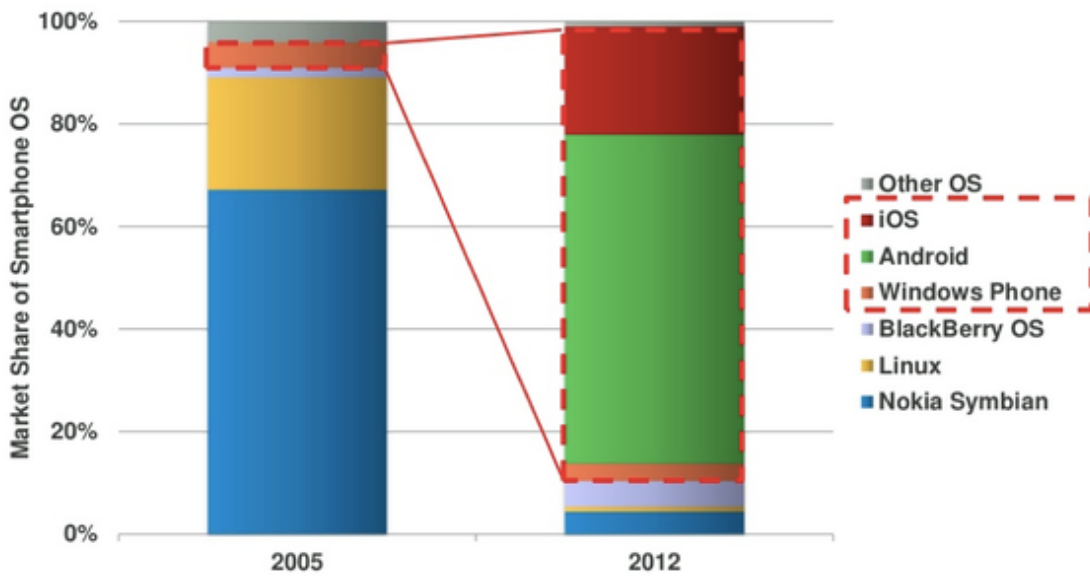
(2) Glam Media Is Huge! Bigger than Wikipedia or Apple. The only Internet properties with more US users are Google, Microsoft, Facebook, and Yahoo.

Top 10 Internet Properties by Global Monthly Unique Visitors, 2/13

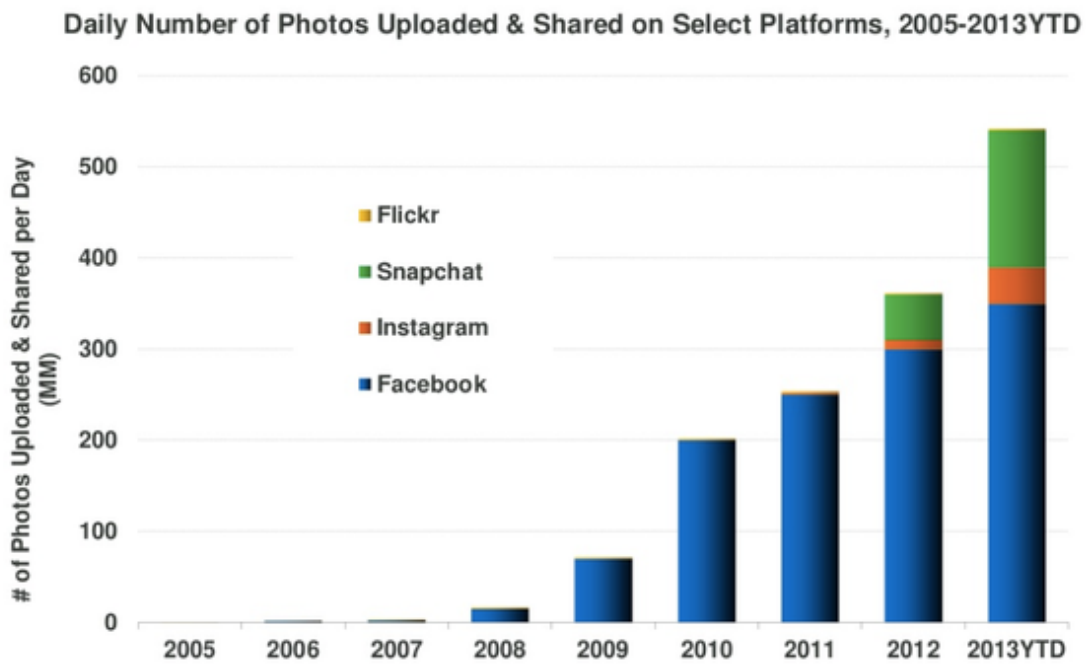


(3) This Is How Fast the Smartphone Leaderboard Changed. Apple iOS and Android were invisible in 2005, but as the smartphone market exploded, so did they.

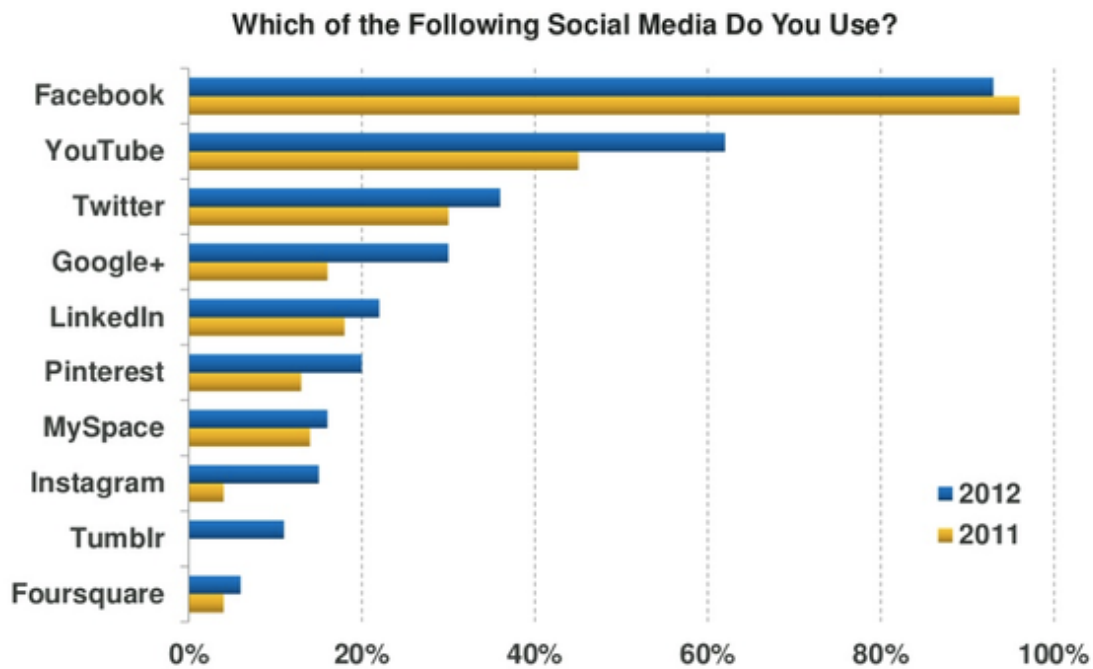
Global Smartphone Operating System Market Share (by Units Shipped), 2005 vs. 2012



(4) Today, the Internet Is Photos, But That's a Really, Really Recent Phenomenon. And Snapchat's growth is absolutely insane.

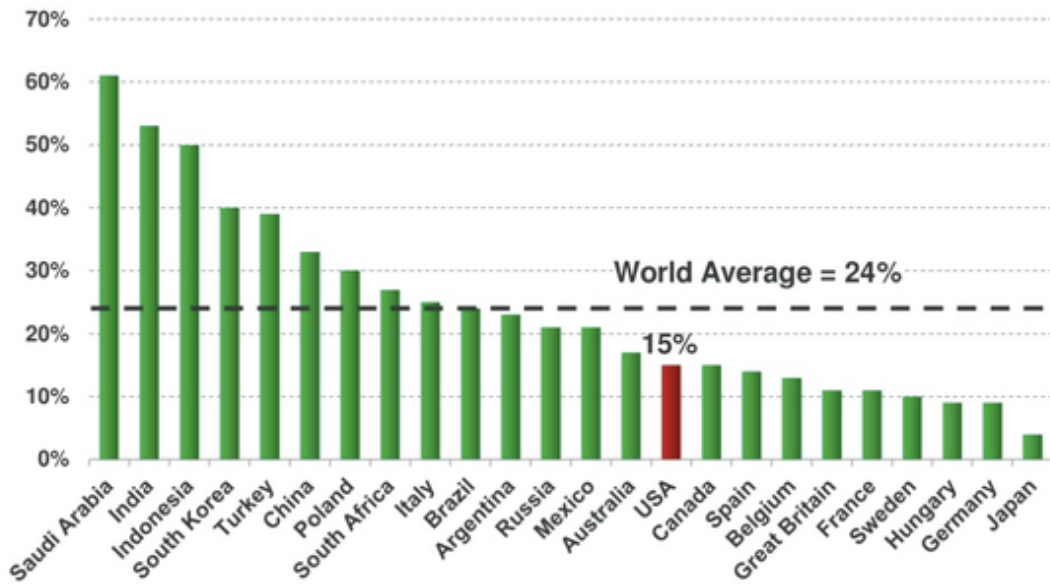


(5) Facebook Is the Only Major Social Media With Declining Use in 2012. Uh oh?



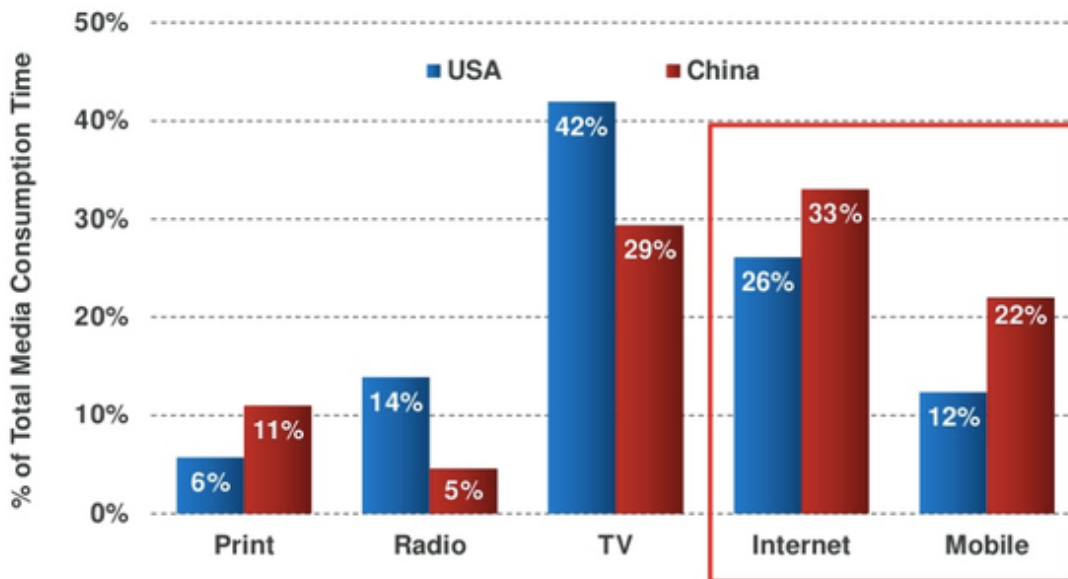
(6) Wow, Saudi Arabia Really Loves to Share. And Americans are weirdly private.

% of Respondents Indicating They Share 'Everything' or 'Most Things' Online, 5/13

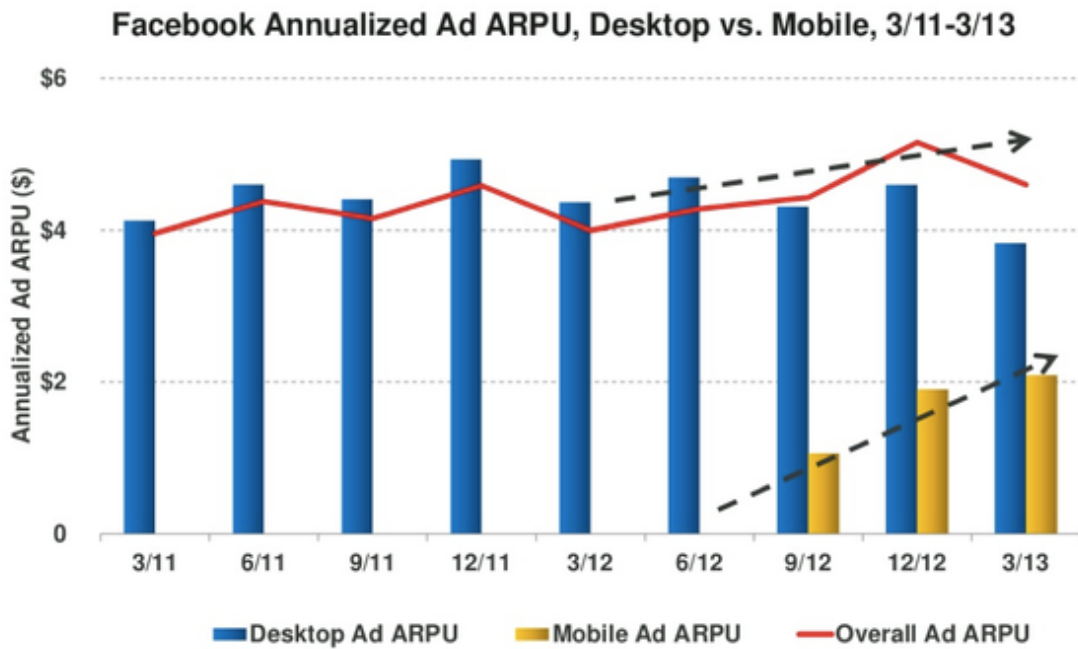


(7) If China Is the Future, TV Is in Big Trouble. Also, hooray, they still read print!

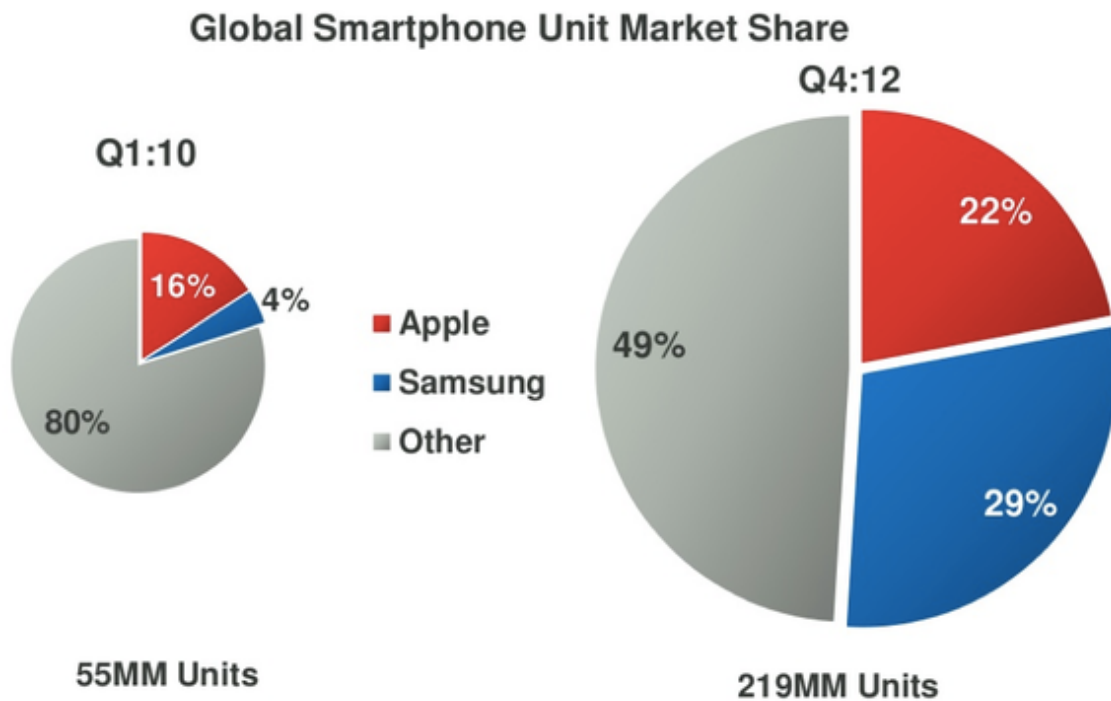
% of Time Spent in Media, USA vs. China, 2012



(8) Facebook's Desktop Ad Business Is Already in Decline. And mobile isn't growing fast enough to raise overall average revenue per user in ads.

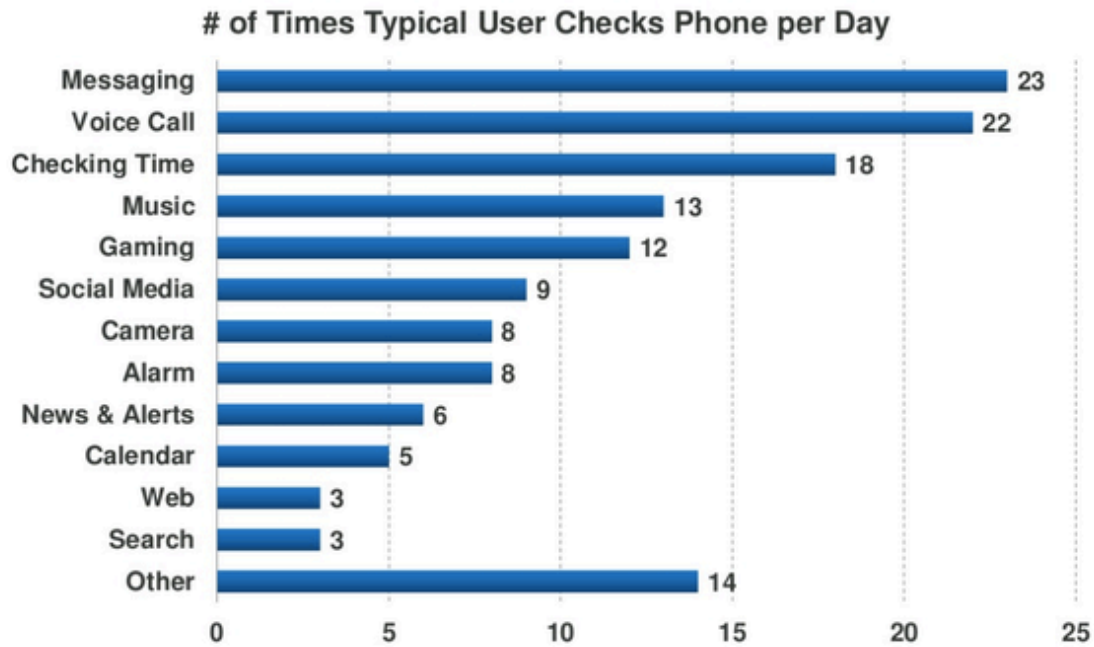


(9) Apple and Samsung Ate the World. Smartphones are arguably the central device in the digital economy, and Apple and Samsung have doubled their collective market share even as smartphone units quadrupled around the world.



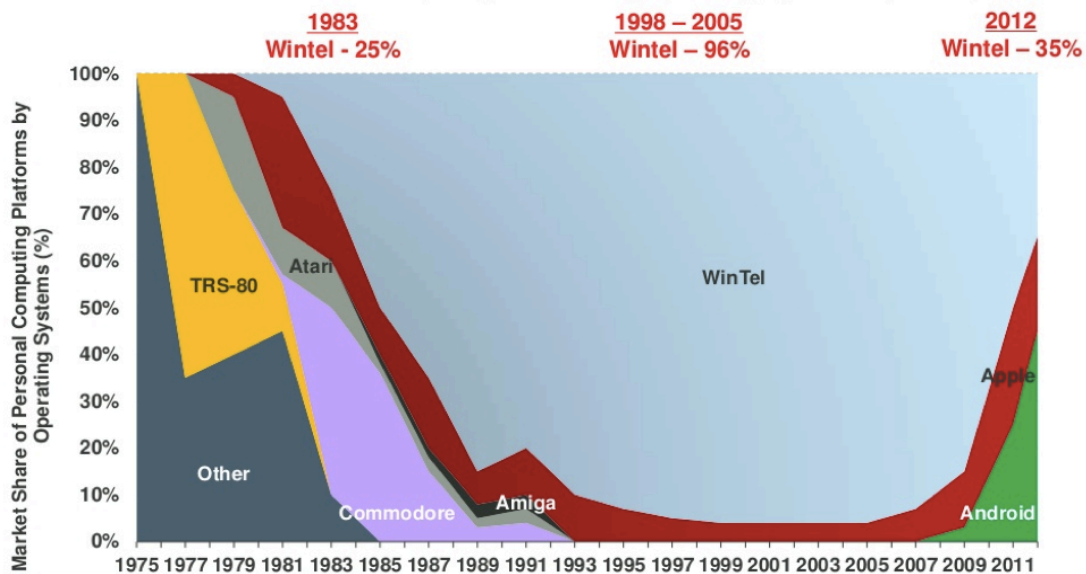
(10) Smartphone users reach to their phone 150 times a day! About a third of those reaches are for messaging and calls. (Also, who needs to check their alarm 8 times a day? My lord.)

Smartphone Users Reach to Phone ~150x a Day... Could be Hands-Free with Wearables



(11) The Era of Windows and Intel (WinTel) Was Astonishingly Dominant, and Now It's Over. It's the ApAnd era now when it comes to personal computing platforms.

Global Market Share of Personal Computing Platforms by Operating System Shipments, 1975 – 2012



This article available online at:

<http://www.theatlantic.com/business/archive/2013/05/the-11-most-fascinating-charts-from-mary-meekers-epic-slideshow-of-internet-trends/276350/>

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